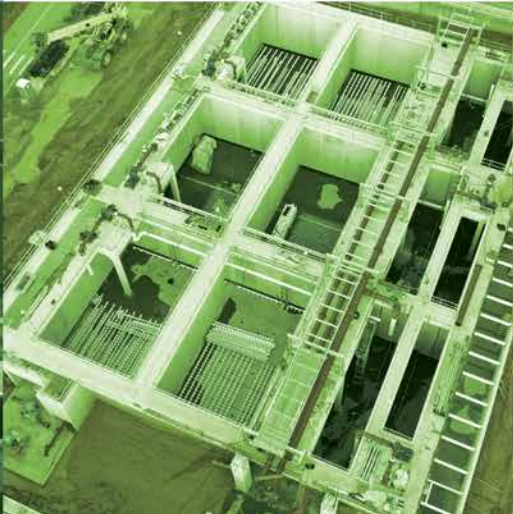




CITY OF
CANTON

Year **2022** Review



2022 City Council

Letter from our **MAYOR**



Bill Grant

Mayor

470.219.2558

bill.grant@cantonga.gov



Sandy McGrew

Mayor Pro-Tem, Ward 1

470.219.2592

sandy.mcgreg@cantonga.gov



JoEllen Wilson

Ward 1

404.317.3034

joellen.wilson@cantonga.gov



Will Carlan

Ward 2

Vacated seat 12/31/22



Shawn Tolan

Ward 2

770.845.3829

shawn.tolan@cantonga.gov



Brooke Schmidt

Ward 3

770.704.1500

brooke.schmidt@cantonga.gov



Dwayne Waterman

Ward 3

770.704.1500

dwayne.waterman@cantonga.gov

The state of our City is more compelling than ever before, and we are determined to continue to brighten our community in the coming year and those that follow.

Today's Canton is home to more than 35,000 residents. Here, businesses have celebrated silver and gold anniversaries, and new entrepreneurs have recently invested in Canton as they seek to serve our neighbors and our growing local and regional economies. We have community partners working with Team Canton to assist with public safety, judicial and community services, and to provide support to residents across a wide spectrum of backgrounds and needs.

At the end of the day, all of us working together write Canton's compelling narrative—a story we should all take great pride in telling for generations to follow.

When I was elected Mayor in 2019, I promised to work with our citizens to build the Canton that we all aspired to see. In collaboration with our City Council and after understanding the needs and wishes of our community, we created and launched the Roadmap for Success in 2020.

Eight distinct tenets form the basis for the manner in which we review business at every Council meeting, explore opportunities for capital investment, determine priorities for spending, create and tweak public programming, and task our City Manager with operating our City.

This Year 2022 Review is an opportunity to share some of the unique achievements from our Roadmap, recognize some local champions for their work, and set the stage for what is sure to be another busy year of continued planning and implementation.

As we move into the development of the next phase of our Roadmap, we will continue to engage our citizens as co-creators in the future of our community.

MAYOR BILL GRANT



Creating Great **NEIGHBORHOODS**

Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.



Celebrating the **DIVERSITY** in our **COMMUNITY**

The diverse cultures and communities within Canton are vibrant and engaging. The City encourages economic, cultural, and social diversity.



Advancing Regional **ECONOMIC** Success

Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.



Enhancing **HISTORIC** Downtown Canton

Preservation, entrepreneurship, arts and culture, and community-centric activities are the cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.



Roadmap for **SUCCESS**



Sustaining our Natural **ENVIRONMENT**

Canton residents appreciate our natural beauty, proximity to the mountains, ample greenspaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.



Connecting Citizens to **PARKS & RECREATION**

A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available and inclusive for all.



Improving **INFRASTRUCTURE** for Future Demands

Citizens, businesses, and visitors need access to the Canton infrastructural network to succeed in their goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.



LEADING with Excellence

City Council, Staff, and Citizen Boards will foster civic participation and serve ethically, transparently, responsibly, and efficiently.



Creating Great NEIGHBORHOODS



Safe, attractive, connected, and inviting neighborhoods are the foundation of Canton's hometown appeal. All residents deserve quality housing that reflects our community character through thoughtful design and responsible development practices.



TO MEET OUR ROADMAP GOALS, THE CITY...

- ✓ Hired a Housing Initiatives Director
- ✓ Created a local resident stakeholders' team to participate in housing initiatives
- ✓ Contracted a landscape analysis to update the City's palette using native plants
- ✓ Applied and accepted into the Georgia Initiative for Community Housing Cohort, a three-year program of learning and professional assistance
- ✓ Contracted an update to the 2019 Housing Study based upon recent development projects and utilizing new U.S. Census data
- ✓ Streamlined Targeted Residential Code Compliance Areas—as discussed in committee reviews and Council, noted on social media and the City's website, and communicated to new utility accounts and Municipal Court Officials



BY THE NUMBERS

\$1M
SUPPORT

in agreement with the Canton Housing Authority (CHA) for a 9% Low Income Housing Tax Credits application

1.98
ACRES

for a potential small cottage residential project at Laurel Canyon

\$2.8M
COMMITTED

in a low interest loan for the Shipp Street housing redevelopment, including a new community park

251
UNITS

approved for an age-restricted affordable housing project within the Riverstone Master Plan

280
UNITS

approved for a multifamily residential project as part of The Mill on Etowah Master Plan

124
UNITS

approved new single family residential development off Dr. John T. Pettit Drive

BY THE NUMBERS

13 BUSINESS

owned by diverse populations
have joined in the launch of
Connecting Canton Program

30 VENDORS

at CanTeen-hosted
Young Persons Job Fair

11 NATIONS

represented Canton's growing
diversity at second annual
Multicultural Festival

The diverse cultures and communities within Canton are vibrant and engaging. The City encourages economic, cultural, and social diversity.

TO MEET OUR ROADMAP GOALS, THE CITY...

- ✔ Installed an informational kiosk in Sunnyside that includes community information—community events, employment opportunities, and special projects—in English and Spanish
- ✔ Joined State and Federal governments in recognizing Juneteenth as a City holiday
- ✔ Participated in group discussions with various non-profits and other agencies to discuss unhoused population strategies and knowledge sharing
- ✔ Sponsored Diversity, Equity and Inclusion (DEI) events with Cherokee Chamber of Commerce: Women In Business Luncheon and Emerge Workshop
- ✔ Provided DEI Training to all City staff and other partner agencies
- ✔ Continued partnerships with local schools to enhance offerings to young Canton residents including Read with a Cop, Bus Stop with a Cop, touch-a-truck events, and career fairs
- ✔ Hired a bilingual employee to Licensing and Permitting to assist with translation to diverse customers
- ✔ Participated in community roundtable discussions with citizens and Georgia Power on topics of diversity and inclusion



Celebrating the **DIVERSITY**
in our **COMMUNITY**





Advancing Regional **ECONOMIC** Success

Utilizing existing business strengths in industry, healthcare, and an entrepreneurial spirit, Canton seeks to expand its economic footprint. Diverse and innovative business growth will support jobs, attract investment, and create tourism opportunities.



BY THE NUMBERS

39.5
ACRES

adjacent to Park Village purchased for light industrial, office, residential and commercial development

172
LICENSES

of New Occupation issued in Canton

37
PROPOSALS

pending for 400 jobs and \$89M in capital investment, 53 property listings on ZoomProspector

903
EVENTS

occurred in Canton this past year

\$600K
FUNDING

from Appalachian Regional Commission for a pedestrian trail bridge

325
ACRES

of property purchased at Lake Canton

TO MEET OUR ROADMAP GOALS, THE CITY...

- ✔ Launched a Request for Bid (RFB) process for distilled package sales and approved the first two licenses with net bids of \$402,500 and \$430,000
- ✔ Created branding and a destination marketing strategy to establish Canton as a northwest tourism destination, including a new tourism website
- ✔ Awarded contract for the development of a Public Arts Master Plan
- ✔ Existing Industry Incentives provided in the City of Canton through the Cherokee Office of Economic Development: Universal Alloy Corporation (\$3.9M invested, 15 new jobs), Piolax (\$904K invested), Thomas Regout (\$180K invested, 15 new jobs), PLAE (\$1.9M invested, 25 new jobs)
- ✔ Partnered with Cherokee County to provide land for the development of Technology Ridge Parkway as a direct access from Bluffs to the Cherokee County Airport
- ✔ Completed expansion of newest phase of Northside Hospital Cherokee, including emergency room addition
- ✔ Hired a feasibility study and conditions assessment for the development of a hotel/conference property along Lake Canton
- ✔ German-based Becker invested in property development for U.S. headquarters
- ✔ Opened Dutch-based Thomas Regout at the Bluffs





Enhancing **HISTORIC** Downtown Canton



Preservation, entrepreneurship, arts and culture, and community-centric activities are the cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.



TO MEET OUR ROADMAP GOALS, THE CITY...

- ✓ Contracted and sold the historic Jones Mercantile for the development of a new mixed-commercial cornerstone for downtown
- ✓ Completed construction of the Downtown Parking Deck with solar canopy at the corner of Archer and West Marietta Streets
- ✓ Commissioned a Wildflower Mural in Downtown Canton
- ✓ Opened the History Cherokee Museum
- ✓ Launched Family Film series at Canton Theatre
- ✓ Received Redevelopment of the Year award for The Mill on Etowah by the Georgia Downtown Association
- ✓ Conducted aesthetic improvements via new downtown landscaping, hanging basket program, and replacement of aging downtown street signs
- ✓ Awarded the 2023 Georgia Downtown Conference
- ✓ Applied for funding of a railroad pedestrian crossing connection from West Main to The Mill on Etowah



BY THE NUMBERS

13
BUSINESS

are new to downtown

790
EVENTS

have been held downtown,
including events hosted by
local businesses

22
CERTIFICATES

of Appropriateness issued

4
FILM PERMITS

issued including *A Friend
of the Family*, currently
streaming on Peacock

BY THE NUMBERS

5

EV STATIONS

installed in the Downtown Parking Deck, providing 10 potential charging ports

100+

VOLUNTEERS

in attendance at Rivers Alive Etowah River Cleanup Day

150 BAGS

of trash collected from the Etowah River on Cleanup Day

Canton residents appreciate our natural beauty, proximity to the mountains, ample greenspaces, and the Etowah River. Projects in the City will promote interaction with nature through sustainability, stewardship of resources, and innovative design.

TO MEET OUR ROADMAP GOALS, THE CITY...

- ✔ Launched the Environmental and Sustainability Advisory Board
- ✔ Contracted a buffer analysis of Etowah River and review the City's plant palette to replace with native species
- ✔ Installed City Hall butterfly garden and bee stations at Ridge Road
- ✔ Contracted installation of AMI program for water meter reading processes
- ✔ Launched the Benchmark Program to provide places of respite along the parks and trails for residents
- ✔ Partnered with Schneider Electric to complete a City Sustainability Audit
- ✔ Contracted improvements to Bobby Bishop Water Plant for more efficient delivery of potable water, as well as expansion to the Water Pollution Control Plant that allows modernization and efficiencies of wastewater treatment
- ✔ Promoted recycling options via curbside service by Waste Pro, plus free services at Ridge Road and two Cherokee facilities



Sustaining our Natural
ENVIRONMENT





Connecting Citizens to **PARKS & RECREATION**

A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available and inclusive for all.

BY THE NUMBERS

112
EVENTS

relating to Parks & Recreation

6.2
ACRES

purchased for first City
park in South Canton





TO MEET OUR ROADMAP GOALS, THE CITY...

- ✓ Started construction on Etowah River Trail between Heritage Park and Boling Park
- ✓ Completed storm water project at Etowah River Park
- ✓ Resurfaced Boling Park basketball courts, refreshed the walking trails, and partnered with non-profit Art in the Paint to begin a basketball court mural
- ✓ Improved basketball goals at Burge Park, installed additional furnishings, and tasked design concepts
- ✓ Requested contract for Heritage Park playground and began installation of new restrooms
- ✓ Tasked design and development of construction drawings to expand and redevelop Harmon Park
- ✓ Worked with developments to include trail creation and sidewalk connectivity as part of project approvals
- ✓ Partnered with Canton Housing Authority for RAD Conversion to potentially purchase Jefferson Circle Property for long-term Stumptown park project and increase owner-occupied housing
- ✓ Parks and trails maps created and placed in kiosks within parks



Improving **INFRASTRUCTURE** for Future Demands



Citizens, businesses, and visitors need access to the Canton infrastructural network to succeed in their goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.



TO MEET OUR ROADMAP GOALS, THE CITY...

- ✔ Continued design and environmental analysis of SR 140:
 - Phase I Project from Marietta Highway/Riverstone Parkway to Mary Lane
 - Phase IV Project at the intersection of Reinhardt College Parkway
 - Phase I Project from Atlanta Regional Commission
- ✔ Completed the Canton Transportation Master Plan including opportunities for public input and project prioritization
- ✔ Issued a task order for the design of pedestrian and parking improvements along West Main Street
- ✔ Completed water booster pump station at Laurel Canyon
- ✔ Continued Water Pollution Control Plant expansion project that allows modernization and efficiencies of wastewater treatment
- ✔ Started installation of Teasley Middle School traffic signal, as well as design of the Reinhardt College Pkwy/Reservoir Dr. signal
- ✔ Finished Old Ball Ground Sewer Project aligned with Etowah River Trail expansion from Heritage Park to Boling Park
- ✔ Completed 11 Citywide paving projects
- ✔ Submitted Pedestrian Study on Riverstone Parkway for a quick response grant
- ✔ Contracted AMI meter reading installation project to improve water loss rates and customer service on water use
- ✔ Approved task order to review the City's streetlight infrastructure



BY THE NUMBERS

21
YEARS

of continuous GFOA
Budget Awards

935
REQUESTS

for FOIA information processed

\$20/
AN HOUR

starting base compensation
for all City employees

872
TOTAL

service years by Staff

City Council, Staff, and Citizen Boards
will foster civic participation and serve ethically,
transparently, responsibly, and efficiently.

TO MEET OUR ROADMAP GOALS, THE CITY...

- ✓ Recognized as a Visionary City by the Georgia Municipal Association and *Georgia Trend*
- ✓ Reviewed, updated, and received legislative approval for the City Charter
- ✓ Completed review of and adopted updates to the City's Code of Ordinances and Unified Development Code
- ✓ Held a Team Canton Huddle with Boards, Commissions, and Authorities, in addition to quarterly Team Canton Huddles with employees
- ✓ Implemented a step-pay plan for Canton Police Department sworn employees
- ✓ Instituted paid parental leave policy
- ✓ Maintained the lowest millage rate in Cherokee County for municipalities
- ✓ Updated Personnel Policy and Retirement Plans to improve benefits for employees and assure financial feasibility for future years
- ✓ Awarded redevelopment of excellence for The Mill on Etowah by the Georgia Downtown Association



**LEADING
with Excellence**



Roadmap for **SUCCESS**



Creating Great
NEIGHBORHOODS



Celebrating the **DIVERSITY**
in our **COMMUNITY**



Advancing Regional
ECONOMIC Success



Enhancing **HISTORIC**
Downtown Canton



Sustaining our Natural
ENVIRONMENT



Connecting Citizens to
PARKS & RECREATION



Improving **INFRASTRUCTURE**
for Future Demands



LEADING
with Excellence



For more details, visit:
cantonga.gov/roadmap

CANTON

110 Academy St
Canton, GA 30114

770.704.1500

cantonga.gov